

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>572204 /       |   | <u>Alt Order #</u><br>09779671                         |
| <u>Product</u><br>PAUL RYAN 4 CONGRESS       |   |  |
| <u>Contract Dates</u><br>10/10/12 - 10/16/12 |   | <u>Estimate #</u><br>844                               |
| <u>Advertiser</u><br>Paul Ryan for Congress  |   | <u>Original Date / Revision</u><br>08/30/12 / 09/17/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast      | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WITI                       | <u>Account Executive</u><br>Trevor Heaton | <u>Sales Office</u><br>Washington DC                   |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Adults 35+             |   |  |
| <u>IDB#</u><br>8433                          | <u>Advertiser Code</u>                    | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            |   | <u>Advertiser Ref</u>                                  |

| *Line | Ch | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | 6  | 10/13/12          | 10/13/12        | Sa 7a-8a        | 7a-8a          |      | :30    |                   |             | NM   | 1     | \$300.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/08/12    | 10/14/12        | -----S-         |                |      |        | 1                 | \$300.00    |      |       |            |
| N 2   | 6  | 10/14/12          | 10/14/12        | Su 7a-8a        | 7a-8a          |      | :30    |                   |             | NM   | 1     | \$325.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/08/12    | 10/14/12        | -----S          |                |      |        | 1                 | \$325.00    |      |       |            |
| N 3   | 6  | 10/10/12          | 10/16/12        | M-F 430-5a      | 430-5a         |      | :30    |                   |             | NM   | 5     | \$1,000.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 5                 | \$200.00    |      |       |            |
| N 4   | 6  | 10/10/12          | 10/16/12        | M-F 6a-7a       | 6a-7a          |      | :30    |                   |             | NM   | 5     | \$5,250.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 5                 | \$1,050.00  |      |       |            |
| N 5   | 6  | 10/10/12          | 10/16/12        | M-F 7a-8a       | 7a-8a          |      | :30    |                   |             | NM   | 5     | \$5,500.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 5                 | \$1,100.00  |      |       |            |
| N 6   | 6  | 10/10/12          | 10/16/12        | M-F 5p-530p     | 5p-530p        |      | :30    |                   |             | NM   | 5     | \$4,125.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 5                 | \$825.00    |      |       |            |
| N 7   | 6  | 10/10/12          | 10/16/12        | M-F 6p-630p     | 6p-630p        |      | :30    |                   |             | NM   | 5     | \$4,325.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 5                 | \$865.00    |      |       |            |
| N 9   | 6  | 10/10/12          | 10/16/12        | M-F 9-930p      | 9p-930p        |      | :30    |                   |             | NM   | 3     | \$6,000.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 3                 | \$2,000.00  |      |       |            |
| N 10  | 6  | 10/10/12          | 10/16/12        | M-F 105a-135a   | 105a-135a      |      | :30    |                   |             | NM   | 5     | \$500.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 5                 | \$100.00    |      |       |            |
| N 11  | 6  | 10/10/12          | 10/16/12        | M-F 930-10p     | 930p-10p       |      | :30    |                   |             | NM   | 2     | \$3,800.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/10/12    | 10/16/12        | MTWTF--         |                |      |        | 2                 | \$1,900.00  |      |       |            |
| N 12  | 6  | 10/14/12          | 10/14/12        | Su 630-7a       | 630-7a         |      | :30    |                   |             | NM   | 1     | \$95.00    |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |    | Week: 10/08/12    | 10/14/12        | -----S          |                |      |        | 1                 | \$95.00     |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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|                            |                    |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 572204 /                   | 09779671           |

|                       |                    |                   |
|-----------------------|--------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u>     | <u>Estimate #</u> |
| 10/10/12 - 10/16/12   | PAUL RYAN 4 CONGRE | 844               |

|                        |                                 |
|------------------------|---------------------------------|
| <u>Advertiser</u>      | <u>Original Date / Revision</u> |
| Paul Ryan for Congress | 08/30/12 / 09/17/12             |

| *Line         | Ch | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Totals<br>Amount |
|---------------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------------|
|               |    |                   |                 |                 |                |      |        |                   |             |      |       |                  |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
|               |    |                   |                 |                 |                |      |        |                   |             |      |       |                  |
| <b>Totals</b> |    |                   |                 |                 |                |      |        |                   |             |      | 38    | \$31,220.00      |

| Time Period         | # of Spots | Gross Amount | Net Amount  |
|---------------------|------------|--------------|-------------|
| 10/01/12 - 10/16/12 | 38         | \$31,220.00  | \$26,537.00 |
| <b>Totals</b>       | 38         | \$31,220.00  | \$26,537.00 |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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